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RECEIVED

JUL 10 2001

Gina Harrison
Senior Counsel and Director

Washington Office

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

July 10, 2001

Ms. Magalie Roman Salas, Secretary
Federal Communications Commission
The Portals
445 Twelfth Street, S.W.
Washington, D.C. 20554

EX PARTE OR LATE FILED

Re: **Ex Parte Notice: Telecommunications Services for
Individuals with Hearing and Speech Disabilities, CC Docket No.
90-571**

Dear Ms. Salas:

The attached letter from NECA's President Bob Anderson was sent on July 3 to Common Carrier Bureau Chief Dorothy Attwood, Network Service Division Acting Chief Diane Griffin Harmon, Pam Gregory of the Disability Rights Office of the Consumer Information Bureau and Consumer Information Bureau Deputy Chief Karen Peltz Strauss. In accordance with FCC rules, I am including two copies of this notice. Kindly make it part of the record in these proceedings, and direct any questions to me.

Sincerely,


Gina Harrison
Attachment

Cc: D. Attwood
P. Gregory
D. Griffin Harmon
Karen Peltz Strauss

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ORIGINAL

80 South Jefferson Road
Whippany, NJ 07981

Robert T. Anderson
President

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July 1, 2001

Dorothy Attwood, Chief
Common Carrier Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington D.C. 20554

Dear Ms. Attwood:

I am writing to you to offer NECA's services to work with the Commission in developing a national awareness campaign for 711 access and other TRS services. As the October 1, 2001 implementation date for 711 access approaches, work on an outreach program must begin soon to inform the public of this important resource. By acting quickly to expand NECA's administrative role for a one-year period, the Commission can have a comprehensive outreach program in place this Fall.

Briefly describing the procedural history of this matter, the Commission tentatively concluded in its Improved TRS Further Notice, 15 FCC Red 5140 (2000), para. 134, that TRS service would be improved with a nationwide awareness campaign supported by the interstate TRS Fund. In its Second Order on Reconsideration in CC Docket No. 92-105, 15 FCC Red 15188 (2000), paras. 58-64, the Commission required carriers, in cooperation with relay providers and the states, to engage in on-going and comprehensive education and outreach programs to publicize the availability of 711 access in a manner reasonably designed to reach the largest number of consumers possible. The Commission emphasized that the education and outreach efforts contemplated under its proposals in the Further Notice will be particularly important to successful implementation of 711 access. By Order, DA 01-1502, released June 27, 2001, the interstate TRS cost recovery factor filed by NECA for the period July 1, 2001 through June 30, 2002 was approved. NECA's filing included in the fund size projection \$5.45 million for the national awareness campaign proposed in the Further Notice.

NECA has done preliminary planning for a national awareness campaign, which we would be happy to share with you and your staff. Our basic approach would be to manage a coordinated effort overseen by the Commission with NECA contracting the work to selected advertising and public relations firms. We would also seek guidance and feedback from groups experienced in TRS outreach, such as the Maryland Department of Management and Budget. The Commission's planned outreach forum on October 10 would be an opportunity to present details of the campaign and seek input from attendees.

Dorothy Attwood

July 3, 2001

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The Commission could set an outreach program in motion by adopting its proposal in the Further Notice and providing direction for administration. If this cannot be accomplished in the very near future, the Commission could by interim order expand NECA's responsibilities temporarily to encompass organizing an initial campaign for 711 access and TRS services such as speech-to-speech. This action, in addition to bringing needed information to the public sooner, would also yield experience from which the Commission could make judgments in the rulemaking about the duration and extent of any outreach programs it mandates, as well as how they can best be administered.

I look forward to hearing from you in this regard.

Sincerely,

Robert Anderson

RTA/sec

cc: Diane Griffin Harmon
Pam Gregory
Karen Peltz Strauss